SALESFORCE ADMINISTRATION CONTENT

1. Could Computing Concepts
   - Introduction
   - Evolution of Could Computing
   - Comparison with Other computing techniques
   - Characteristics of Cloud Computing
   - Advantages and Disadvantages
   - Classification of Cloud Computing Services
     - PAAS (Platform As A Service)
     - SAAS (Software As A Service)
     - IAAS (Infrastructure As A Service)

2. CRM Concepts
   - CRM Vocabulary
   - CRM Processes
     - Marketing Process
     - Sales Process
     - Support Process
   - Lead Conversion Process

3. Creating Salesforce Developer Account
   - Salesforce Products Overview
   - Salesforce Editions
   - Creating Salesforce Developer Account
   - Salesforce overview

4. Salesforce.com Products Overview
   - Overview of products
   - Sales : Sales Cloud and Jigsaw(Data.com)
   - Service : Service cloud and Remedy force
   - Social : Chatter and Radian6
   - Custom : Force.com, Database.com, Heroku
   - Appexchange
   - Editions and Pricing

5. Salesforce Object Management
   - Standard Objects and Custom Objects
   - Creating / Editing / Deletion of records
   - Creating Custom Fields, Custom Objects
   - Field Dependency, Field History Tracking
   - Lead Conversion Process
   - Web to Lead
   - Creating Applications & Configuration

6. Data Validation & Formula Fields:
SALESFORCE COURSE CONTENT

• Learn about Salesforce CRM Data Validation
• Create Data Validation Rules & Formula Fields
• Salesforce Functions for Validation Rules & Formula Fields
• Learn about the Custom fields & Unique properties

7. Customizing Page Layouts
• Creating and Customizing Page Layouts (Fields, Buttons, Related Lists)
• Page Layout Assignments
• Creating Salesforce Business Records (Record Types)
• Customizing Record Types

8. Object Relationships
• Introduction to Relationships in Salesforce
• Lookup Relationship, External Lookup Relationship
• Master-Detail Relationship
• Many – Many relationship using Junction Objects
• Self Relationship
• Converting Lookup to Master Details and Vice Versa
• Limitations in Relationships

9. Workflows & Approvals
• Define Workflow
• Set up Workflow Rules
• Types of Workflows (Immediate, Time Dependant)
• Set up workflow tasks, Email Alerts, Field Updates and Outbound Messages
• Creating Time Trigger Workflow Actions
• Creating Email Templates (Text, HTML, Custom)
• Introduction to Approval Process
• Creating Approval Processes

10. Security & Data Visibility
• Introduction to Salesforce Security Model
• Role Hierarchy & OWD
• Sharing Settings & Sharing Rules
• Profiles & Permission Sets & Users
• Public Groups and Queues & Assignment Rules
• Field Level Security & Object Level Security

11. Data Management
• Introduction to Data Loader
• Import & Export Operations in Data Loader
• Performing DML Operations on Records (Insert, Update, Delete, Upsert)
• Introduction to Import wizard and Import & Export operations
• Import wizard Vs Data Loader

12. Service Cloud Implementation
• Introduction to Service Cloud and Objects
SALESFORCE COURSE CONTENT

- Case Assignment Rules
- Web to Case & Email to Case
- Case Auto Response Rules
- Escalation Rules
- Entitlement Management & Service Console
- Live Agent Setup & Configuration

13. Customer Portal Implementation
14. Partner Portal Implementation & Introduction to Communities
15. Chatter Settings
16. Creating Account Roles, Contact Roles
17. Analytics in Salesforce
   - Creating Reports in Salesforce
   - Report Types (Standard & Custom)
   - Types of Reports (Tabular, Matrix, Summarize, Joined)
   - Creating Custom Report Types & Implementation
   - Scheduling the Reports
   - Introduction to Dashboards
   - Dashboard Components & Charts
   - Dynamic Dashboards

Salesforce Development Content

Introduction to Cloud Computing
Classification of Cloud Services
   - SAAS (Software As A Service)
   - PAAS (Platform As A Service)
   - IAAS (Infrastructure As A Service)
Overview of Cloud Computing Vendors
Introduction to Salesforce.com and its Services
Salesforce.com Platform (Force.com) and Benefits
   - Multitenant Architecture and Benefits
   - Overview of Apex and Visual Force
   - Overview of Tools (Developer Console, Eclipse IDE)

Apex Language:
   Building Blocks of Apex
   Data Types (Primitive Types and sObject Types)
   Conditional Statements and Iterative Statements
   Object Oriented Programming concepts
   - OOPs Overview
SALESFORCE COURSE CONTENT

- Access Specifiers
- Classes and Objects
- Constructors and Types
- Inheritance and its usage
- Abstract classes & Interfaces
- Overloading and Overriding
- Overview of Properties (Set, Get)

Overview of sObject Types

Collection Classes:
- Overview of Collections and its Benefits
  - List Collection
  - Set Collection
  - Map Collection

SOSL and SOQL:
- Overview of Sales force Query Language (SOQL)
  - Select Statement overview
  - Retrieving Data from Objects
  - Query Conditions (Where, Group By, Having, Order By, Limit, Offset)
  - SOQL Governor Limits

Overview of SObject Relationships
- Relationship Queries (Parent – Child, Child – Parent)

Overview of Sales force Search Language (SOSL)
- Search content in the objects

DML Statements:
- Overviews of DML Statements (insert, update, delete and upsert)
- DML Operations with Conditions
- Bulkify DML operations
- Overview of Database Class and Methods
- Introduction to Transactions

Triggers:
- Overview of Triggers and Benefits
- Trigger Events and Trigger Context Variables
- Bulkify Trigger Operations
- Trigger Execution Order
- Recursive Triggers and Usage
- Trigger Best Practices
SALESFORCE COURSE CONTENT

- Overview of Trigger Handler Factory

Visual Force Pages:
- Overview of MVC Architecture
- Overview of VF Markup and VF Controllers
- Visual Force Page Life Cycle
- Visual Force Tags (Input Tags, Output Tags, Select Tags, Action Tags, Other Tags)
- VF Controllers (Standard, Extension, Custom)
- Pagination in Visual Force
- Standard Set Controller Class overview
- Creating Tab Panes and Panel Grid
- Overriding Buttons, Links and Tabs with Visual Force
- Validations in Visual Force (Java Script)
- Overview of View State and Transient Variables
- Visual Force Components and Usage
- Governor Limits and Best Practices for Visual Force Pages

Email Programming:
- Overview of Email Services and Messaging Namespace
- Inbound Email Services (SingleEmailMessage, MassEmailMessage)
- Outbound Email Services (InboundEmailHandler)
- Governor Limits and Best Practices for Email Services

Batch Processing:
- Overview of Batch Apex and Limits in DML Statements
- Introduction to Database.Batchable and implementation
- State full Batch Processing with Database.Stateful
- Callouts in Batch Apex
- Governor Limits & Best Practices

Scheduling:
- Overview of Apex Scheduler
- Introduction to System.Schedule Interface and Methods
- Implementing the Schedulable interface
- Schedule the Jobs using Sales force UI
- Tracking Schedule Job Status using Queries
- Overview of Cron Triggers and Usage
- Governor Limits
Test Coverage:
- Overview of Test Coverage in Sales force
- Writing Test Classes for the triggers, Classes Batch classes
- Monitoring Test Coverage using Developer Console
- Best Practices for Test Classes

Deployment:
- Overview of Deployment and Organization Landscape
- Preparing Migration Checklist
- Deployment Tools in Sales force (Change Sets, Eclipse IDE, TFS, etc)

Version Controlling:
- Overview of Configuration Management and Tools
- Introduction to GitterBit and TFS (Team Foundation Server)
- Check-in and Check-out, Creating Versions